

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Release of Advertisement to publish in “Sakshi” a Telugu Daily Special feature on completion of fabulous four years of Government through M/s. Livewires Advertising (P) Ltd., – publication charges –sanctioned - orders - issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.736

Dated: 18-07-2008

Read the following:

1. Govt Lr. No. 2967/PMU/DDC/2008, dt. 17-06-2008 ,of YAT&C (PMU) Department.
2. G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
3. G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
4. G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
5. R.O.No.60/Display-PP/Advt I-2/2008-09, I&PR Dept., Dt.19.06.2008.
6. Invoice No. Advt-148, M/s. Livewires Advertising Pvt. Ltd., Hyderabad, dt. 21.06.2008

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “Sakshi” a Telugu Daily, Special feature on completion of fabulous four years of Government, through M/s. Livewires Advertising Pvt. Ltd., Hyderabad which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 6,60,000/- vide reference 6th read above for arranging payment.

2 After careful examination of the matter, the Government hereby accord sanction for an amount of Rs. 6,60,000/- (Rupees Six Lakhs Sixty thousand only) towards service charges of publication of the advertisement in “Sakshi” a Telugu Daily.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (10) Promotion of Tourism in Districts -500-other charges-503 other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt. Ltd., Hyderabad, after deducting tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT

To

M/s. Livewires Advertising Pvt. Ltd., Hyderabad

The Assistant Secretary to Government & D.D.O, YAT& C Department.

The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs

//Forwarded :: By Order//

SECTION OFFICER